

<i>Signage Topic</i>	<i>Section</i>	<i>Change / Issue</i>	<i>Purpose</i>
Amendment to Planned Sign Programs	9.164.055 (new)	<ul style="list-style-type: none"> • Add a Planning Commission process for amendments to Planned Sign Programs. 	<ul style="list-style-type: none"> • Creates a review process for amendments to existing sign programs.
Cabinet signs*	9.164.080	<ul style="list-style-type: none"> • Prohibit. • Develop a method to address newly legal nonconforming cabinet signs when new code is adopted. 	<ul style="list-style-type: none"> • Cabinet signs are an outdated style. Sign designs and technology have evolved. Cabinet signs are an inefficient use for space for advertising.
Commercial Signs	9.164.030	<ul style="list-style-type: none"> • Add Definition of Commercial Sign. 	<ul style="list-style-type: none"> • Differentiates between commercial and non-commercial signs, which allows for better enforcement of human and portable signs.
Directional Signage*	9.164.050(A)(2)	<ul style="list-style-type: none"> • Prohibit advertising on directional signage. 	<ul style="list-style-type: none"> • Clarifies and limits the purpose of directional signage.
Drive-through	9.164.090 (A)	<ul style="list-style-type: none"> • Include development standards for menu boards and directional signs. 	<ul style="list-style-type: none"> • Allows review of menu boards and directional signs to ensure aesthetic compatibility.
Electronic Message Board Signs*	9.164.080 (F)	<ul style="list-style-type: none"> • Prohibit. 	<ul style="list-style-type: none"> • These signs are outdated and no longer used.
Flag Signs	9.164.090 (C)	<ul style="list-style-type: none"> • Include development standards. • No higher than 35 feet. • Limit of one per project site or center. 	<ul style="list-style-type: none"> • Code currently allows up to three flags of any type on a property. • Clarifies standards for flags on commercial locations. • Ensures that flag heights are consistent.
Format	9.164.090 Table	<ul style="list-style-type: none"> • Organized by uses rather than districts. 	<ul style="list-style-type: none"> • Improves ease-of-use for the implementation of sign standards.
Freeway-Oriented Signage	9.164.090 Table	<ul style="list-style-type: none"> • Require a Planned Sign Program if for a center, to assure compatibility. • If only one sign, use newly created Minor Planned Sign Program. 	<ul style="list-style-type: none"> • Creates development standards for freeway signs
Graphics for Computation	Various	<ul style="list-style-type: none"> • Add graphic examples to illustrate calculation methods. 	<ul style="list-style-type: none"> • Provides a more effective form of guidance for calculations.
Human (and animal signs)	9.164.080 (H)	<ul style="list-style-type: none"> • Include definition. • Prohibit regardless of content/purpose. 	<ul style="list-style-type: none"> • Clarifies that human and animal signs are prohibited.

* Reflects existing guidelines within the El Toro Road Project Area Design Guidelines

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Interior Sign	9.164.030	<ul style="list-style-type: none"> Change to include any sign that is over 3 feet inside a building or window. 	<ul style="list-style-type: none"> Clarifies definition for code enforcement purposes. Excludes interior signs from definition of window signs
Logos*	9.164.090 (C)	<ul style="list-style-type: none"> Specify maximum height of logos to be the same as letter height. 	<ul style="list-style-type: none"> Creates standards for logos.
Minor Planned Sign Program	9.164.?? (new)	<ul style="list-style-type: none"> Add a discretionary application. 	<ul style="list-style-type: none"> A discretionary process is needed for certain individual signs that require additional review, but not extensive enough to warrant a full sign program.
Monument Sign Address*	9.164.090 (C)	<ul style="list-style-type: none"> The name and address of the center shall be included. Add size standards for addresses (10% of sign area or "proportionate to sign." 	<ul style="list-style-type: none"> Ensures that monument signs provide adequate shopping center identification.
Monument Sign Height*	9.164.090 (C)	<ul style="list-style-type: none"> Review to determine the appropriate height for monument signs. 	<ul style="list-style-type: none"> Consider changes to standards to ensure that monument signs are in scale with horizontally-oriented development.
Monument Sign Quantity*	9.164.090 (C)	<ul style="list-style-type: none"> Review to determine whether to allow a quantity of monument signs commensurate with street frontage Signs cannot be reallocated to different street frontages. Maximum number of signs, regardless of frontage. 	<ul style="list-style-type: none"> Code currently allows 1 monument sign per street frontage, regardless of shopping center size. Consider a new development standard to allow a number signs proportionate to the size of the center.
Monument Signs*	S9.164.100(D)	<ul style="list-style-type: none"> Require all signs be architecturally compatible with buildings*. 	<ul style="list-style-type: none"> Ensures that monument signs appear compatible with the site they represent.
Movie Theater Signage	9.164.090 (C)	<ul style="list-style-type: none"> Minor PSP for marquees and changeable copy. 	<ul style="list-style-type: none"> Currently processed through a Planned Sign Program due to lack of an appropriate process. Allows for a simplified discretionary process for an individual sign request.
Neon Signs	9.164.080	<ul style="list-style-type: none"> Prohibit 	<ul style="list-style-type: none"> Sign ordinance currently allows for neon bands up to twice the linear width of the building.

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Non-conforming Signs	9.164.110 - 140	<ul style="list-style-type: none"> City Attorney to review current requirements. 	<ul style="list-style-type: none"> Ensures that the current regulations on nonconforming signs are still valid and able to be implemented.
Off-site Sign	9.164.030	<ul style="list-style-type: none"> Adds a definition of off-site signage. 	<ul style="list-style-type: none"> Clarifies definition of off-site signage for code implementation and enforcement purposes
Parking Lot Definition	9.164.030	<ul style="list-style-type: none"> Add a definition Describes area used by customers for parking. 	<ul style="list-style-type: none"> Prohibits signage on building elevations which don't face a parking lot or street.
Planned Sign Program Findings*	Section 9.164.060 (D)	<ul style="list-style-type: none"> Add additional findings. 	<ul style="list-style-type: none"> Ensures that PSP is consistent with intent of Sign Ordinance. Ensures that PSP is consistent with the intent of the RDA Design Guidelines.
Planned Sign Program Submittal Requirements	9.164.060	<ul style="list-style-type: none"> Add more submittal requirements, including information that staff deems necessary for review. 	<ul style="list-style-type: none"> Reflects current staff practice.
Pole Sign definition	Section 9.164.030	<ul style="list-style-type: none"> Amend definition to include multi-pole signs. 	<ul style="list-style-type: none"> Pole signs are currently prohibited. Allows for prohibition of multi-pole signs
Principal Building	9.164.030	<ul style="list-style-type: none"> Delete definition. 	<ul style="list-style-type: none"> Term is not used elsewhere in the code.
Purpose	9.164.010 (E)	<ul style="list-style-type: none"> Remove section regarding "foreign language" signs. 	<ul style="list-style-type: none"> Not relevant to signage within the City.
Pylon Signs	9.164.030 9.164.080	<ul style="list-style-type: none"> Add definition. Add to prohibited signs. 	<ul style="list-style-type: none"> Pylon signs are an outdated design. Allows for pylon signs to be prohibited.
Seasonal Decorations	9.164.090 (A)	<ul style="list-style-type: none"> Consider the extent to which this is regulated by the Sign Code. 	<ul style="list-style-type: none"> Seasonal decorations of a noncommercial nature may not be considered signage.
Service Station Banners*	9.164.090 (A)	<ul style="list-style-type: none"> Banners are currently prohibited; allow banners with permit for special events. 	<ul style="list-style-type: none"> Treat service stations like other businesses; allow banners for change of ownership or other special circumstances.
Shopping Center	9.164.030	<ul style="list-style-type: none"> Add defintion. 	<ul style="list-style-type: none"> Supplements the development standards for shopping center identification signs.
Single-entry Office Buildings	9.164.090 (C) Table	<ul style="list-style-type: none"> Develop new sign standards. 	<ul style="list-style-type: none"> Code does not currently have sign standards for multi-tenant buildings with a centralized entrance.

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Site Distance Triangle	9.164.100 (E)	<ul style="list-style-type: none"> • Add general note that signs shall clear triangle. 	<ul style="list-style-type: none"> • Ensures that all signs meet the site distance triangle requirements for safety and visibility
Tenant Signage	9.164.090(C)(c)	<ul style="list-style-type: none"> • Clarify that signage must be on tenant suite frontage. • Change “building frontage” to “tenant frontage”. • Limit of one tenant per panel on a monument sign. 	<ul style="list-style-type: none"> • Clarifies the Code to be consistent with current City practice of allowing tenant signs.
Wall Signs	Table 9.164.090(C)	<ul style="list-style-type: none"> • In “Maximum Number” column, change to reflect that one sign is permitted per building elevation which faces either a parking lot or a street. 	<ul style="list-style-type: none"> • Allows wall signage only for elevations facing a parking lot or street. Prevents unnecessary wall signage.
Wall Sign Location (definition)*	Section 9.164.030	<ul style="list-style-type: none"> • Add a definition for Wall Sign Location, which is referred to within the standards. 	<ul style="list-style-type: none"> • Allows a way to ensure that signage is well-spaced in its location to avoid a cluttered appearance.
Window Graphics	9.164.090 (A)(2)	<ul style="list-style-type: none"> • Add a definition • Allow window graphics through a Planned Sign Program. • Specify a purpose. To screen interior tenant utility areas, such as restrooms, storage, and kitchens. 	<ul style="list-style-type: none"> • Creates a process to allow for permanent window graphics.
Window Signs*	9.164.030 - Definition 9.164.090 (A)(2)	<ul style="list-style-type: none"> • Specify distance inside the building before a window sign is no longer regulated. • Limit to four square feet. • Include a graphic to demonstrate window signage. 	<ul style="list-style-type: none"> • Prevents window sign proliferation. • Excludes interior signs from window signs

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